



Spring 2019

From the License Division Desk

Welcome to the spring 2019 edition of our quarterly newsletter! I hope the season finds you well. In this issue, you will find:

- Information on a new program set to launch later this year: the Growing Entrepreneurs in Milwaukee (GEM) initiative. A summary is provided on page 2, but look for additional details in future issues.
- Part two of our three-part series on the license process on page 3. Be sure to check out our [Clerk Notes](#) videos for more content like this!
- A great summary of food truck regulations in our popular Ask Andy column on page 4.

As always, you can find up-to-date regulatory information in the briefs section on page 2 and the latest disciplinary actions on page 4.

I'd also like to take a moment to again highlight the recent changes to our office. We are happy to report that our recent remodel was entirely grant funded, and updates our space to be completely ADA compliant. Not only will you find our space at City Hall neater and cleaner, but we've added a number of important safety features, as well. We hope you find the changes positive, and would appreciate any feedback you might have.

[Facebook](#) is a great way to reach us, but it's also where you will find up-to-the-minutes news and information. You can also keep track of all our ongoing initiatives by visiting Milwaukee.gov/RedTapeRescue.

Jessica Celella
License Division Manager

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Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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Featured Program

Did you know that, according to the U.S. Small Business Administration, over the last 5 years, 2 out of every 3 net new jobs were created by small businesses?

In Milwaukee, entrepreneurship is an important part of the local economy, but many hopeful young entrepreneurs do not have the opportunity to receive guidance from peers or role models.

That's why, through the leadership of [Alderwoman Milele A. Coggs](#), the City of Milwaukee License Division is undertaking a brand new program aimed at growing entrepreneurship: the Growing Entrepreneurs (GEM) initiative.

On March 26, 2019, the Milwaukee Common Council adopted a resolution ([Common Council File Number 181745](#)) creating the GEM initiative. Inspired by ReDonna Rodgers, the co-founder of Milwaukee's Center for Teaching Entrepreneurship, the GEM initiative will use a series of online educational "modules" to teach participants about entrepreneurship.

From the Milwaukee Youth Council to Girls Day at City Hall to the EARN & LEARN program Milwaukee already has a rich history of programs aimed at youth empowerment.

We hope that by continuing to help young people recognize opportunity and by giving them the tools to capitalize on those opportunities, we can empower a new generation of young entrepreneurs.



GEM at a Glance

Who: Any city of Milwaukee resident under 18 years of age

How: Submit an application to the License Division and pay the \$10 fee

When: We hope to officially launch the program by August 2019.

Briefs

New and important information you need to know.

City Communications

- [File #181553](#): Communication from the License Division relating to a list of all Class "B" special licenses issued by the City Clerk in 2018.

City Resolutions

- [File #181745](#): Establishes the Growing Entrepreneurs in Milwaukee initiative as an official City program

City Code Changes

- [File #181520](#): Recreates the zoning code's landscaping and screening requirements for various land uses, including motor vehicle parking lots and outdoor storage areas, contractor's yards, outdoor storage facilities, outdoor salvage operations, transportation uses, industrial uses and utilitarian site features, such as mechanical equipment, dumpsters and loading docks.
- [File #181769](#): Requires a secondhand dealer license for any entity operating, owning or leasing an automated recycling kiosk for the purchase, sale or exchange of any secondhand articles of personal property.



Soundbites

A Conversation With: Andrew VanNatta

Confused by the license *approval* process? Check out this second part in our 3-part series on the licensing process.

Editor: In the first part of this series, we talked about the application process. What happens after someone has submitted an application?

Andrew: *Some licenses can be approved administratively, but some must go before the Common Council's Licenses Committee. There are several reasons a hearing might be scheduled: If there is an objection to the application, based on MPD's background investigation, or if you are applying for a new alcohol license. Regardless, we always send applicants written notice (including the date and time) if they need to appear at a hearing.*

Editor: Tell us a little about the Licenses Committee. Who are they and what do they do?

Andrew: *To begin, Committee is made up of 5 Council Members and typically meets every 3 weeks at City Hall. The Committee's job is not to approve or deny a license; it merely makes a recommendation to the Common Council, which then makes the final decision. And even if a license is granted, it can only be issued if all other requirements are complete. This is why it's important for applicants to plan ahead and complete requirements in a timely fashion.*

Editor: Any tips for someone attending a License Committee hearing?

Andrew: *First and foremost, if you don't attend, your license cannot be granted. You can have an attorney represent you at the hearing, but the Committee may want to hear directly from the operator.*

Second, applicants should be prepared to present their business plan. The Licenses Committee may want to know details on how you will operate.

Finally, note that all Licenses Committee hearings are publicly noticed and any interested person may attend to testify for or against an application. It's always a good idea to contact your neighbors and local Council Member to discuss your plans ahead of the hearing.

Editor: I imagine public testimony is important to the Committee's decision.

Andrew: *Of course, but there are other factors which may affect the Committee's decision, such as the concentration of similar businesses in the area, the suitability of the business in that particular location, or items found during the background investigation.*

Editor: And if a license is approved? What then?

Andrew: *Applicants can pick up their license at City Hall or have it mailed. A photo ID is required to pick up a license in person.*

Editor: Excellent! I think that wraps up this Q&A. Next quarter, we will conclude this 3 part series with a look at the renewal process.

Licensing Notes

Upcoming License Committee Meetings:

- May 14
- June 4
- June 25
- July 16

**Note: there are no Common Council meetings in the month of August.*

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Upcoming Events

Do you operate a tavern, restaurant, liquor store, or convenience store? Register for a free Pivot Workshop online at [PivotMKE.eventbrite.com](https://www.pivottmke.com)!

- [Tuesday, April 30](#)
1 p.m. to 3 p.m.
East Library Community Room
2320 N. Cramer Street
- [Tuesday, July 23](#)
9 a.m. to 11 a.m.
Ignace Indian Health Center
930 W. Historic Mitchell Street
- [Tuesday, October 29](#)
9 a.m. to 11 a.m.
Lake Tower, 3rd Floor
4001 S. 6th Street



Directory

City Clerk's Office License Division

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200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238
Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Nic Kovac (Chair)
- Ald. Terry L. Witkowski (Vice Chair)
- Ald. Milele A. Coggs
- Ald. Chantia Lewis
- Ald. Nikiya Dodd

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear Andy

Letters to the License Division desk.



Q Dear Andy,
I would like to start a food truck business.
What do I need to know to get started?

Sincerely,
Chef-rolet

A Dear Chef-rolet,
First off, you will need a license. This is true whether your vehicle is pushed, carried, pedaled, or motorized. The specific kind of license will depend on where you plan to sell.

If you will only be selling in Milwaukee, you can get the City's Food Peddler License. If you will also be selling at locations outside of Milwaukee, your best bet is to obtain a Mobile Retail Establishment License or Mobile Restaurant License from the State of Wisconsin.

Note that if you will be selling ice cream, popsicles, or other frozen confections, you (and anyone else operating the unit) will also need an Ice Cream Peddler License from the City.

The sale of certain items - such as certain prepackaged foods and produce - do not require a license. Check out our [information sheet](#) to learn more about licensing exceptions.

Finally, you should keep in mind the following regulations:

- Food peddlers must have a licensed service base (a commercial kitchen) for food prep, cleaning, and storage.
- Food peddlers are prohibited from selling at certain times and in certain places in Milwaukee.
- All food peddlers must undergo an inspection by the Milwaukee Health Department and obey certain signage requirements.

Regulations can be found in [Chapter 68](#) of the Milwaukee Code of Ordinances. Lettuce know if you need any further help!

Sincerely,
Andy

Recent Disciplinary Actions

License suspensions and revocations

- **Family Dollar #26182:** 930 N. 27th St. [File #181618](#): 10-Day Suspension (Food Dealer License)
- **Sundee Liquor & Food:** 3447 W. Wells St. [File #181618](#): Non-Renewal (Class A Malt & Class A Liquor Licenses)
- **Gerhardt, Cory J** [File #181500](#): 10-Day Suspension (Class D Operator's License)
- **District IV:** 628 N. Water St. [File #181500](#): 20-Day Suspension (Class B Tavern, Food Dealer and Public Entertainment Premises Licenses)
- **Site 1A:** 231 E. Buffalo St. [File #181405](#): 10-Day Suspension (Class B Tavern & Public Entertainment Premises Licenses)